Aim Statement Template

We aim to: (*What are we trying to accomplish? Use words like improve, reduce, and increase to identify the overall goal. Make it specific, measurable, achievable, and relevant*.)

_____
_____

because: (*Why is it important? Answer the "so what" question and describe the rationale and reasons to work on this improvement project.*)

_____
_____

for: (*Who is your specific target population/customer?*)

_____
_____

by when: (*specific time frame, i.e., month/year in which you intend to complete the improvement*) _____

We will achieve this by: (*How will you carry out the work and reach your overall aim? Think of the resources at your disposal.*)

_____
_____

Our goals include: (*What are our measurable goals? Think of the key changes you need to make. State them as numeric goals that are specific, measurable, achievable, and relevant.*)

- _____
- _____
- _____

Example: Aim Statement

I aim to reduce the amount of time it takes me to get up and out of the house during the week by 50%. I will accomplish this by May 2017. This is important because I want to get to work on time. I will achieve this by reviewing my current morning routine and identifying areas to eliminate or improve. My specific goals include:

- Reduce the time it takes to make school lunches by 50%.
- Reduce the time it takes to pick-out clothes and iron them by 50%.
- Reduce the amount of time it takes me to get ready in the morning (i.e. showering, drying hair, etc.) by 50%.